



South Carolina
Specialty Food Association



Ask for South Carolina.
Nothing's Fresher. Nothing's Finer.

South Carolina Department of Agriculture

Hugh Weathers, Commissioner

FOR IMMEDIATE RELEASE – December 10, 2008

SC Specialty Foods Offered in the WestWing – Certified SC Products at Grand Gourmet Showroom of AmericasMart

COLUMBIA, SC – Join the South Carolina Specialty Food Association in the West Wing – that's the WestWing of AmericasMart® in Atlanta, Georgia!

Hugh Weathers, Commissioner of Agriculture, is pleased to announce that the South Carolina Specialty Food Association (SCSFA) members have leased a 552-foot showroom in the Grand New Gourmet Building Two WestWing (Floor 8) of AmericasMart® to showcase their Certified South Carolina Products 365 days-a-year beginning in January 2009. South Carolina will be the first in the nation to have a showroom specifically designed for a state's specialty foods at AmericasMart®.

AmericasMart® Atlanta, an order-writing facility, is the largest permanent wholesale marketplace of its kind. Open daily, the uniquely integrated buildings house ten complete product centers and 30+ temporary collections. As an AmericasMart exhibitor, the SCSFA members will have access to the world's top buyers.

SCSFA members will have access to the showroom 24/7 to meet representatives, buyers, wholesalers, and others interested in purchasing their products. The SCSFA L-shaped showroom will feature a glass wall with sliding glass door open to the hallway. The other end will be open into the inside area leading to a high-tech, gourmet cooking stage with plasma screens and top-of-the-line appliances. The area also will feature a world-class demonstration kitchen for celebrity chef appearances like Food Network's Sandra Lee and Tyler Florence.

South Carolina's Specialty Food showroom walls will be covered with slatwall to hang shelves and brochure holders for SCSFA members to display their products all year round. A row of bookshelves will be placed along a 12 ft. area of showroom to block off an area for storage and a refrigerator/freezer unit. Eight tables will be available for members to offer samples of their product, talk to buyers, and take orders during the six shows per year.

The six shows in 2009 are scheduled to be held: January 6 - 14, 2009; March 14 - 16, 2009; May 5 - 7, 2009; July 7 - 15, 2009; September 12 - 14, 2009; and October 27 - 29, 2009.

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The cost of the showroom will be funded by SCSFA members using the showroom during the six shows and they will also pay a fee to display their products on the slatwalls. The opening date of the showroom is January 6, 2009.

Certified SC Product signs will be proudly displayed as well as SCSFA signage. The SCFSA members invite buyers to visit this permanent showroom highlighting South Carolina products at the largest wholesale buyers mart in Atlanta.

For more information, contact Jackie Moore, South Carolina Department of Agriculture/SCFSA Executive Director, 803-734-2144, jmoore@scda.sc.gov.

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